

Trade Fair for make-up artists
05 - 06 March, 2016
www.make-up-artist-show.de

Subject to change

Visitor structure*

Based on the results of 268 interviews with visitors during make-up artist design show 2015 conducted by means of the Computer-Interview-System

Origin of the visitors		Area of activity (make-up artist/visagist)		Decision-making powers	
Germany	88%	<i>(Several answers possible)</i>		Decisively	47%
Other countries	12%	Playhouse, opera, theater	56%	Contributory	19%
		Photoshooting	28%	In an advisory capacity	21%
		Movie production	21%		
		Television studio	15%		
		Advertising production	11%		
		Fashion shows	7%		
Germany		Occupational position			
West Germany	47%	Employee	49%		
South Germany	15%	Freelance employee	45%		
North Germany	13%				
East Germany	13%				
Southwest Germany	12%				
		Interest in product ranges			
		<i>(Several answers possible)</i>			
		Special effects	58%		
		High definition make-up/ photographic make-up	55%		
		3-dimensional make-up/ design & construction	43%		
		Hair/wigs, hair preparation and styling	43%		
		Airbrush technology	33%		
		Accessories	35%		
		Training	23%		
		Beards	20%		
Countries of origin**				Reasons for visit	
Austria				<i>(Several answers possible)</i>	
Belgium				Information about new products	78%
Denmark				Information about new techniques	71%
Estonia				Communication/Exchanging with colleagues and suppliers	43%
France				Training	36%
Greece				Purchase/Order	24%
Great Britain					
Italy				Ordering activities	
Luxembourg				Already purchased/ordered	51%
Norway				Purchase intention	49%
Spain					
Sweden				Attainment of objectives	
Switzerland				Satisfied	92%
The Netherlands					
Turkey				General assessment	
USA				Satisfied	92%

*Numbers of interviews and percentages (Visitors Profile) are based on last years survey (2015) of professional visitors.

**Basis: other countries